



Preliminary Review of Austin Residential Customer Demographics and Programs for Limited Income Customers

Customer Energy Solutions
FY 2014





Agenda

- Analysis Methodology
- Demographics
- Data Relationships
- Program Participation
- Current Outreach and Support
- Next Steps





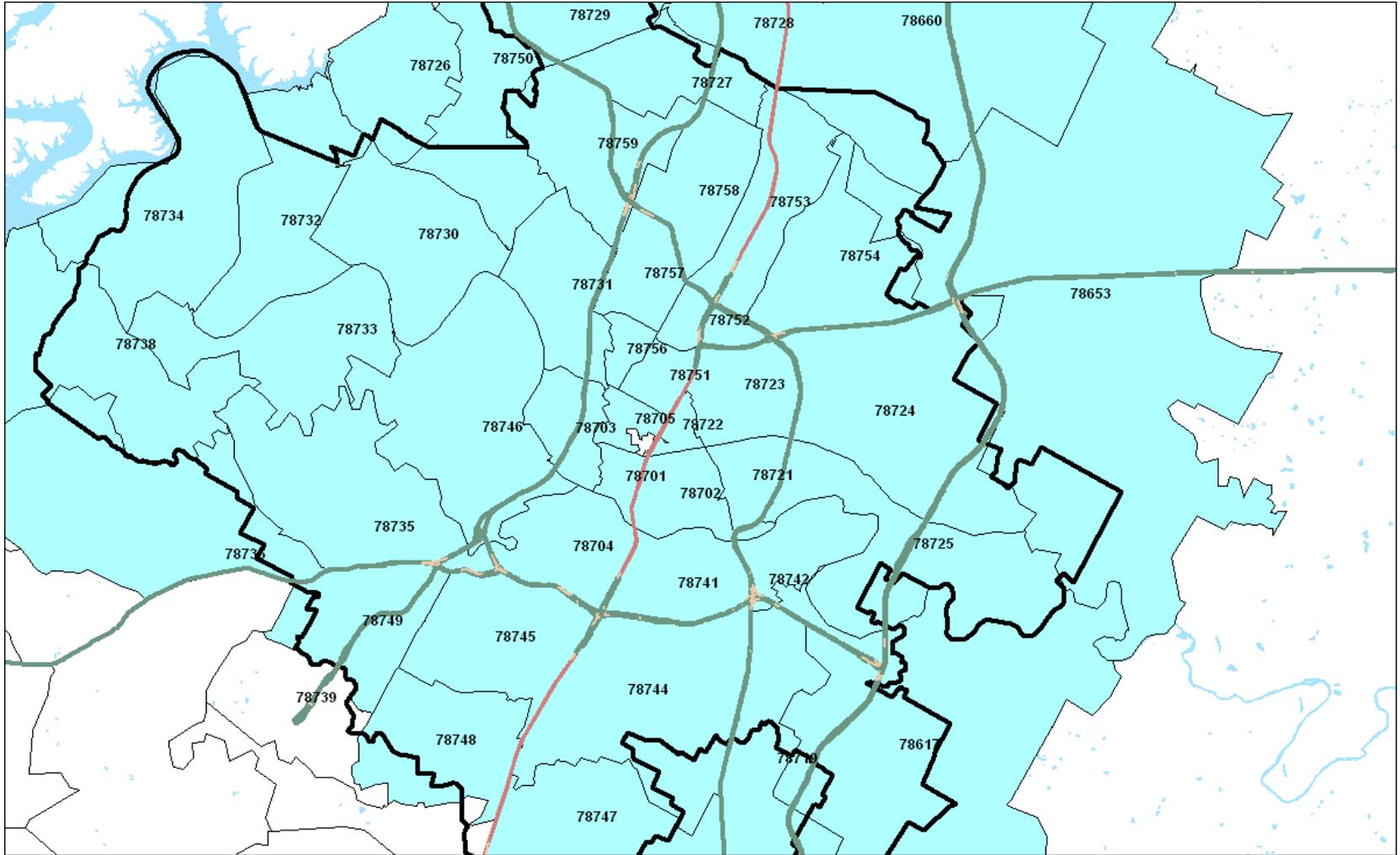
Analysis

- Zip code-level data
 - US Census and AE program data
- All utilities reflected as the total bill
 - Electric, water, solid waste/recycling, related fees
 - No gas data included
- Residential customers
 - Single family homes and multifamily complexes
- 2010 to 2013
 - Accounts for program and Census data sets





Zip Code Level Analysis





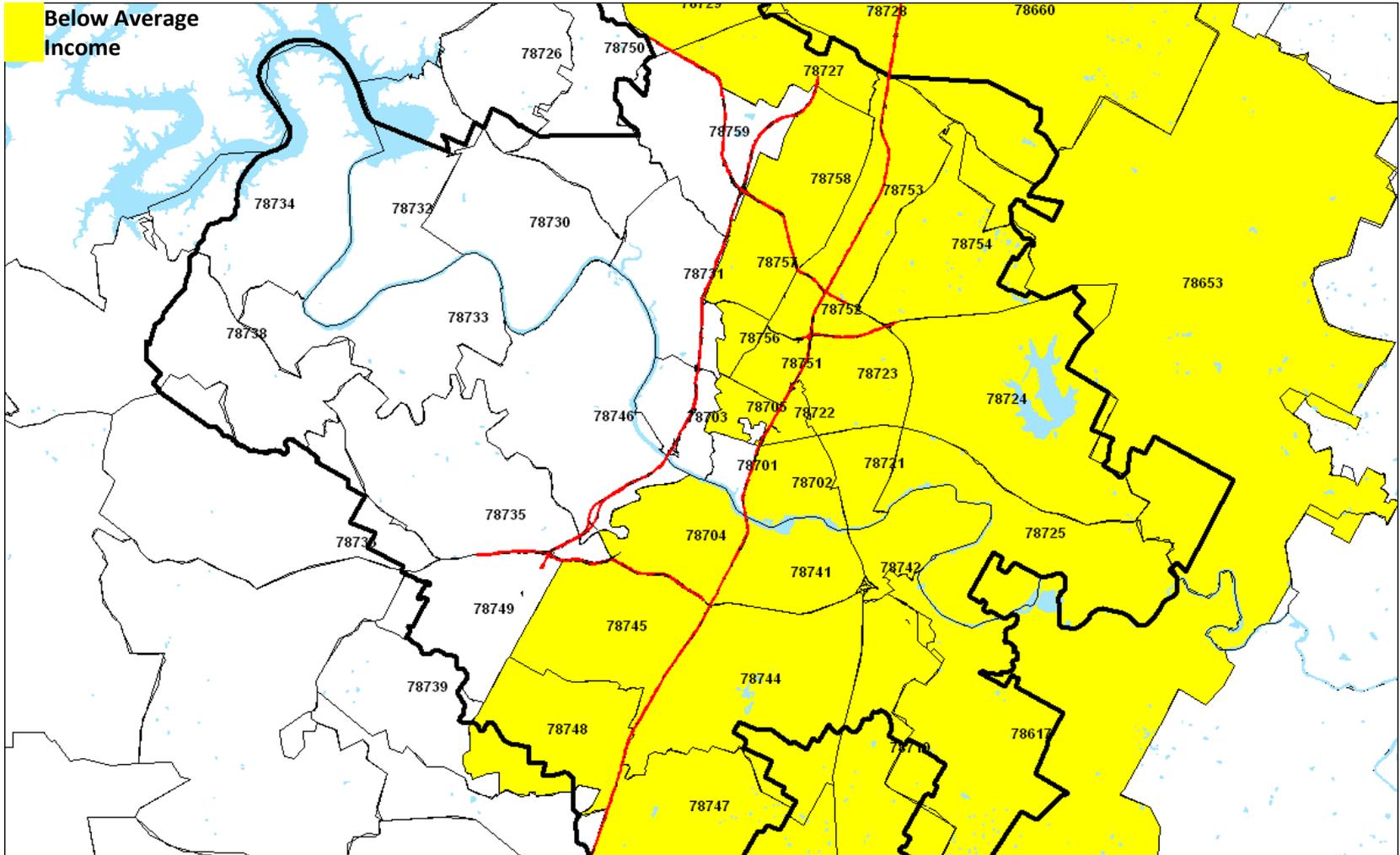
Assess Utility and Socioeconomic Variables

Variables Assessed	Average Across Zip Codes	Ranges
Population	23,423	901-41,709
Housing units	10,079	333-23,358
Same home 5+ yrs	39.0%	9.3%-63.7%
% Total housing units vacant	8.8%	2.4%-33.0%
% Owner occupied	54.7%	12.6%-90.2%
Avg persons/household	2.54	1.42-3.67
Household income	\$85,049.20	\$31,019-\$191,587
Unemployment	7.5%	3.5%-15.8%
Percent below poverty	16.2%	1.7%-65.7%
Average monthly utility bill	\$471.41	\$110.21-\$1003.76
Utility bill as percent of income	7.96%	1.63%-17.88%





Zip Codes Below Average Income





Existing Data Relationships

Variables	Correlation
Utility bill as percent of income/ Household income	-0.665
Utility bill as percent of income /Utility bill	0.581
Utility bill as percent of income /Percent at or below poverty level	0.647

- Obvious relationship between income and utility bill



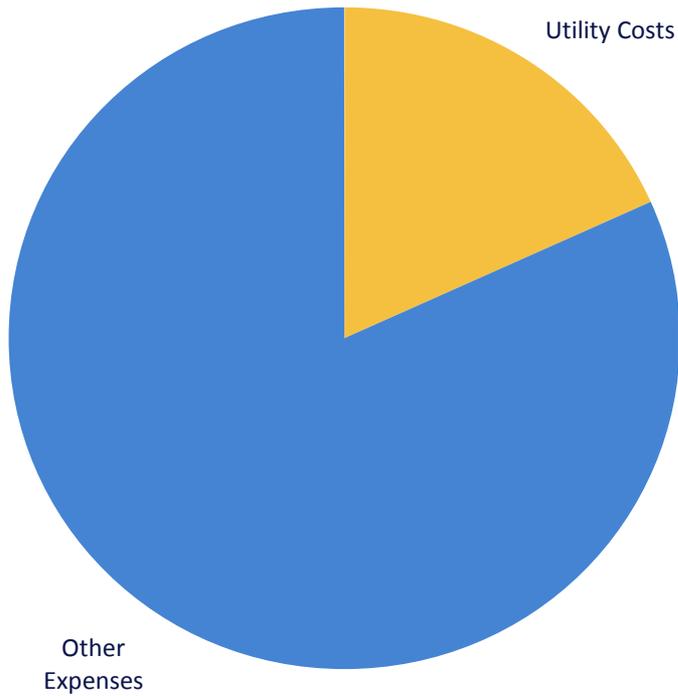
Income and Household Cost Burden

- There is an inverse relationship between income and the proportion of household costs.
 - For example:
 - Utilities
 - Groceries
 - Transportation

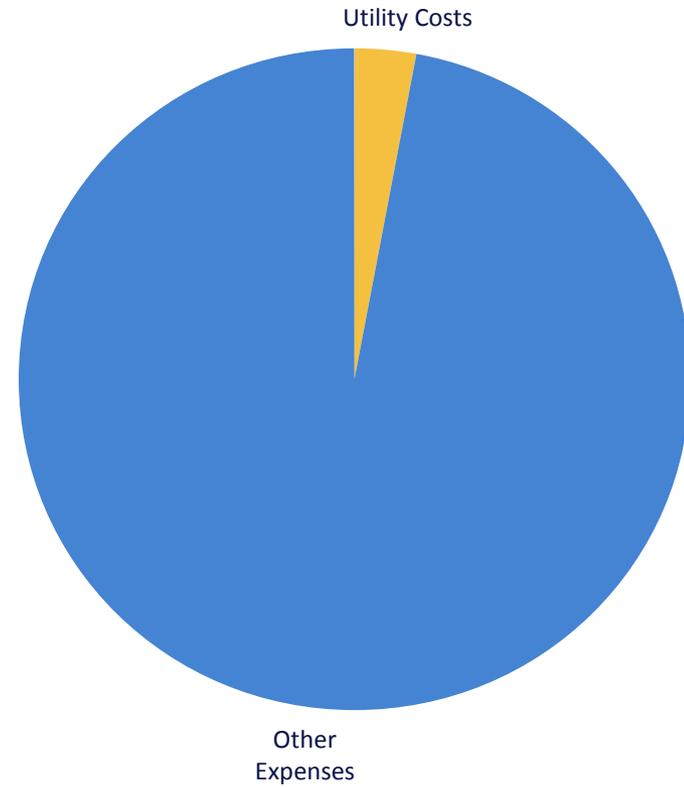


Average Utility Burden

Low Income



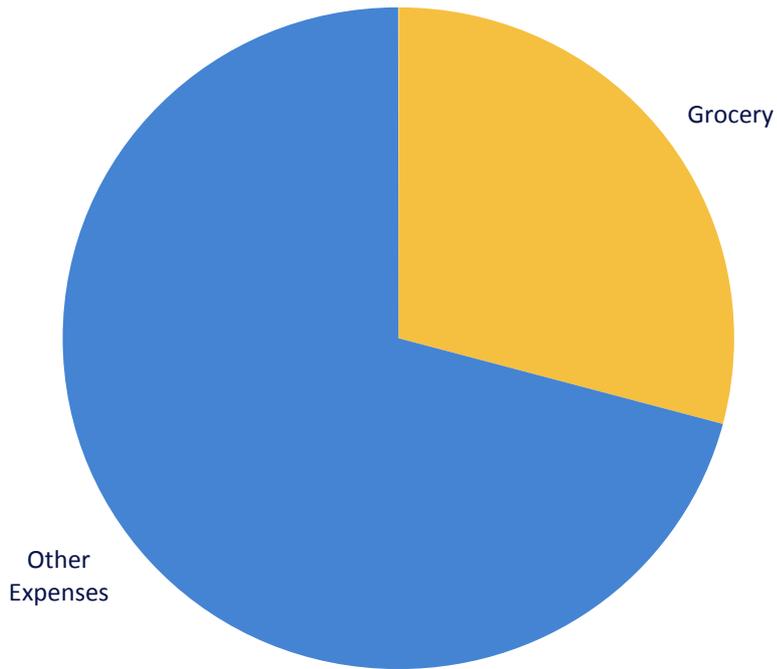
High Income



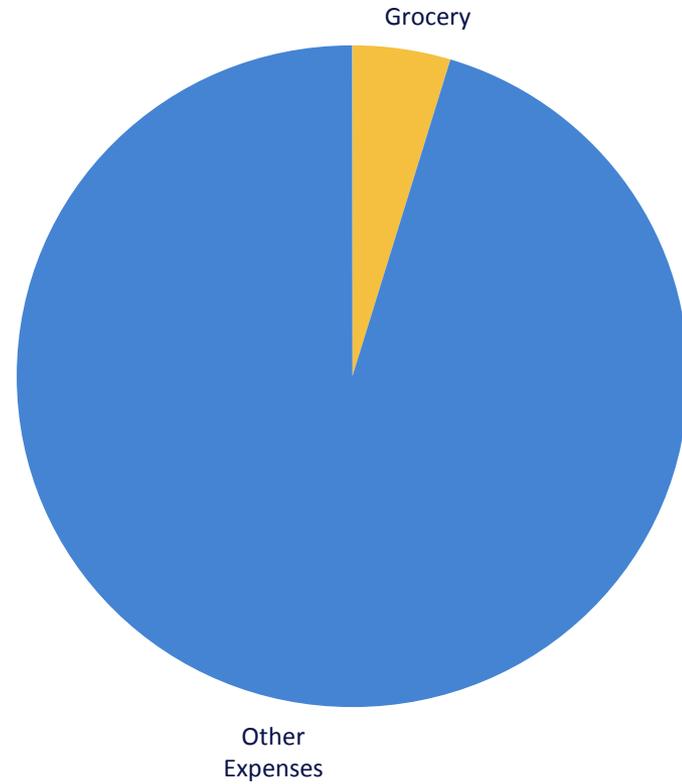


Average Grocery Burden

Low Income



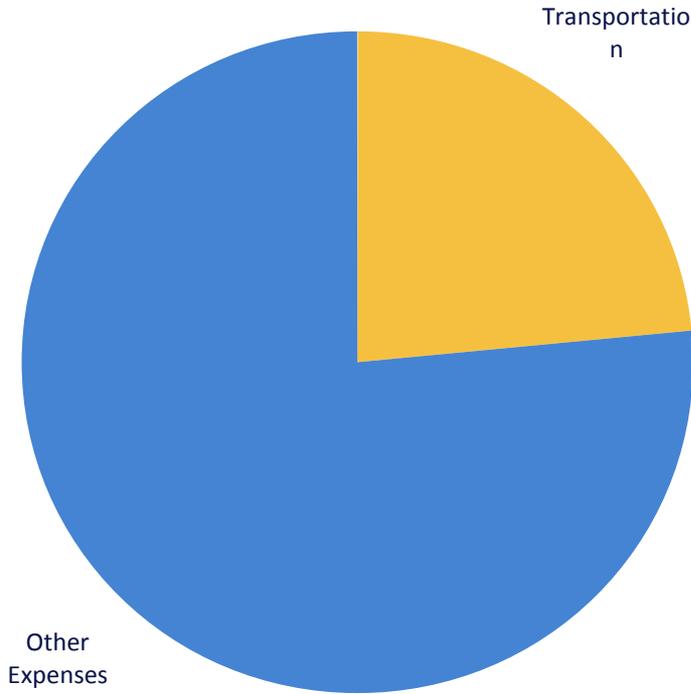
High Income





Average Transportation Burden

Low Income



High Income





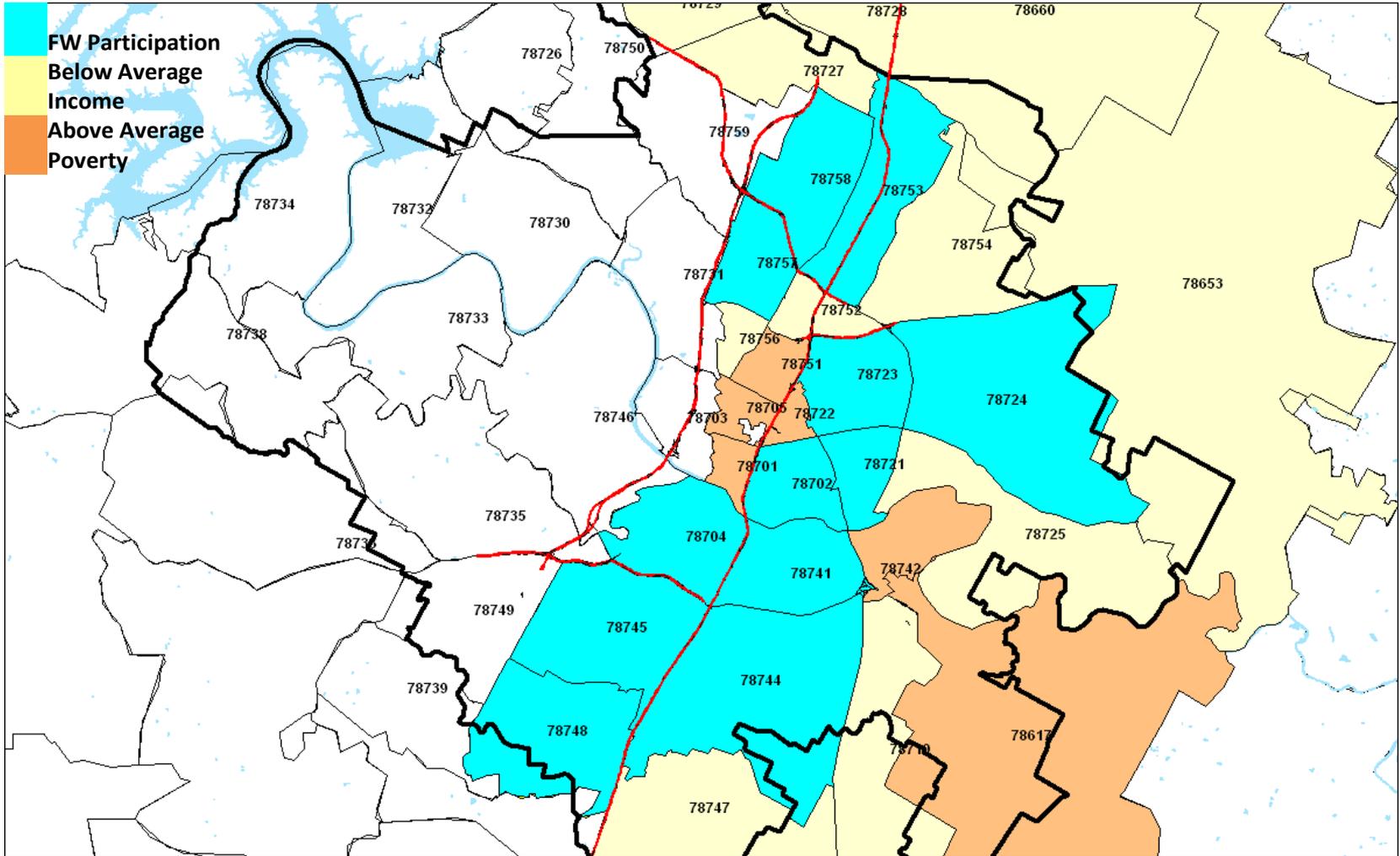
Relationships to Rebate Programs

- The majority of zip codes with above average percent poverty are also the same zip codes with the highest levels of participation in low income weatherization programs
 - Our low income program are targeting those in need





Weatherization by Zip Code





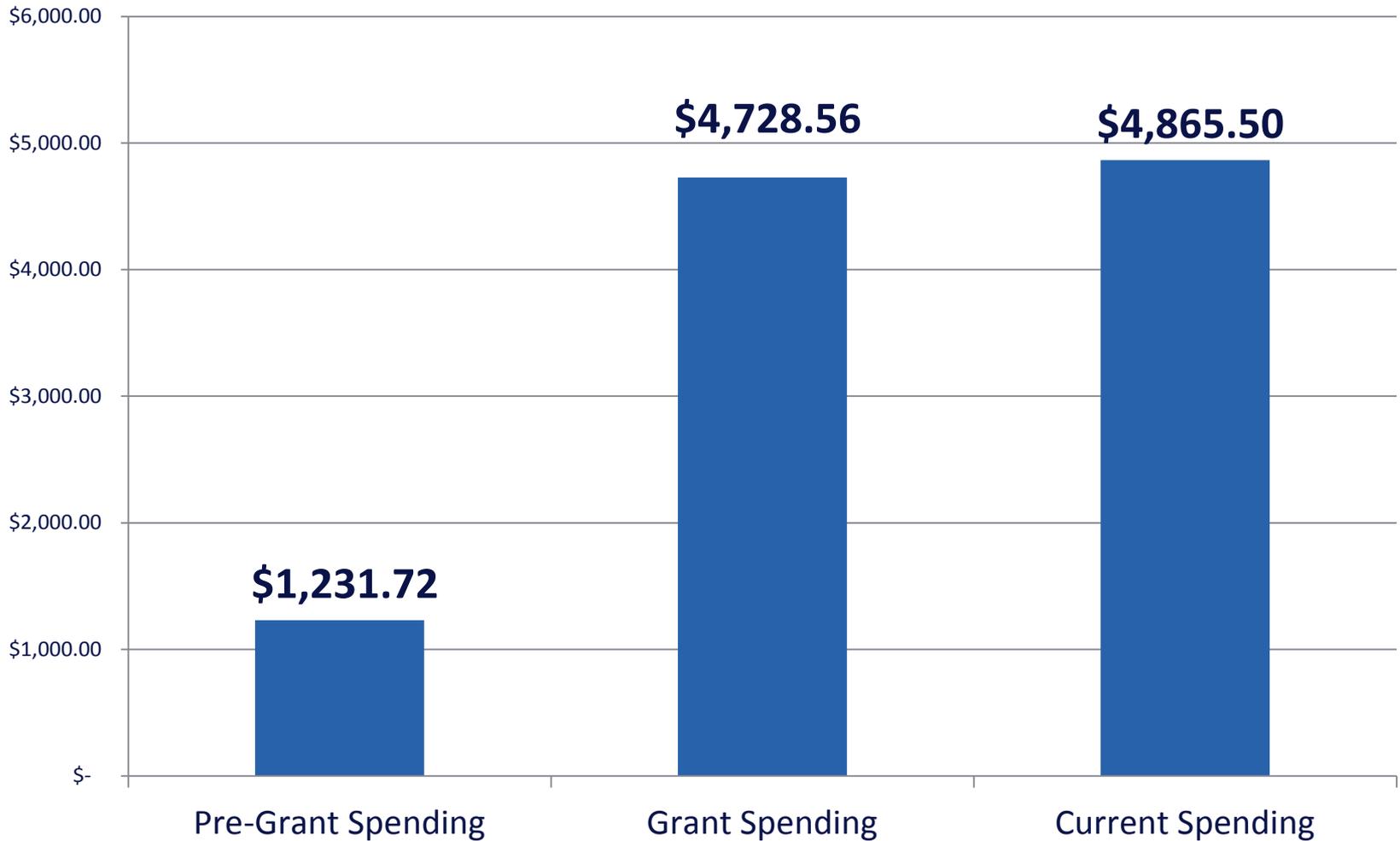
Low Income Program Participation

- History of homes participating in Free Weatherization Program shows steady participation over time with dramatic increase during ARRA grant (2011)

1982-'08	2009	2010	2011	2012	2013	Projected 2014
8,781	538	456	1,044	958	162	803

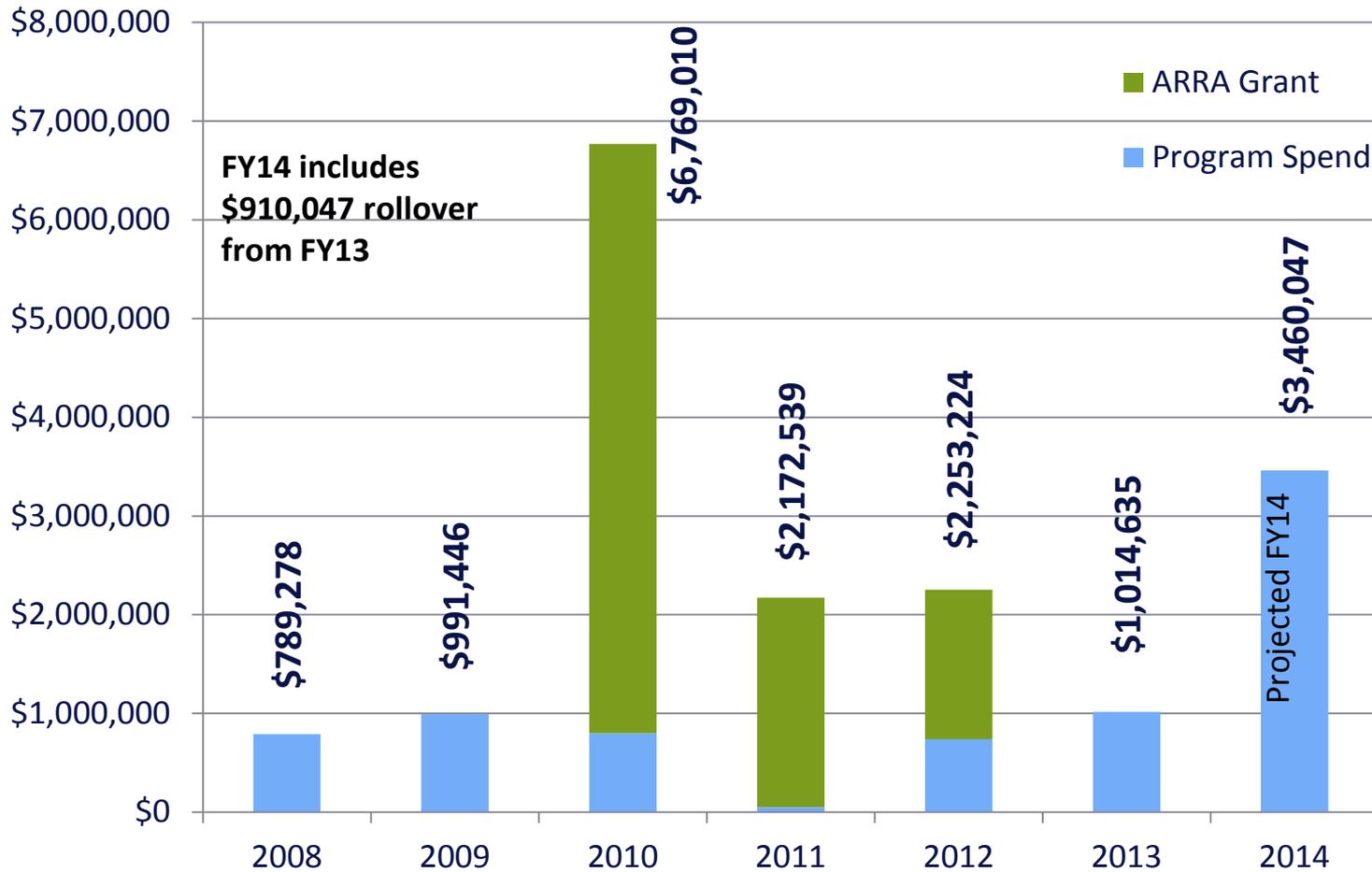


Low Income Program Average Spending Per Home





AE Low Income Program Spending Over Time



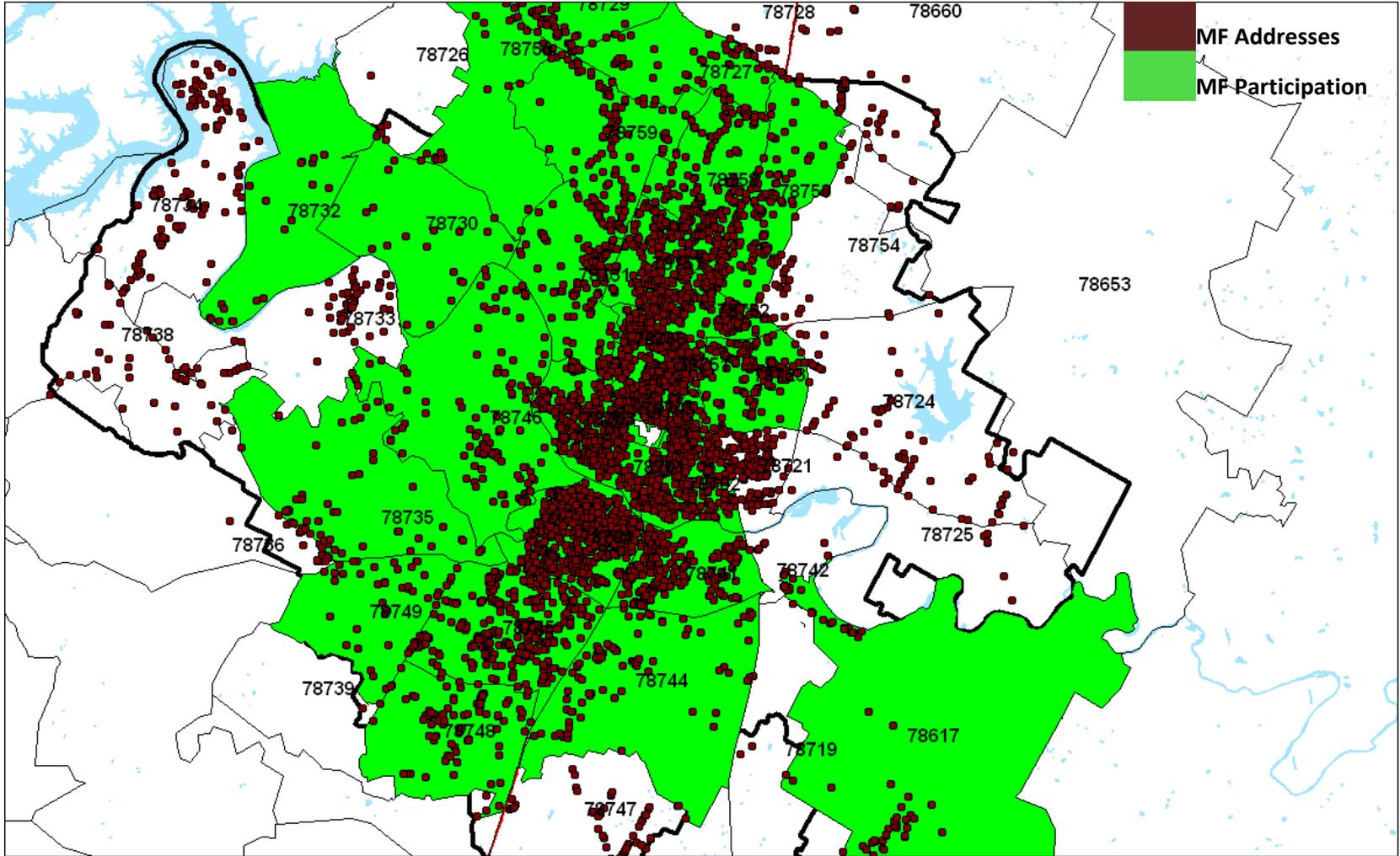


AE Low Income Program Spending Over Time

- Spending indicates greater dollars going to the low income program and per participating home over time

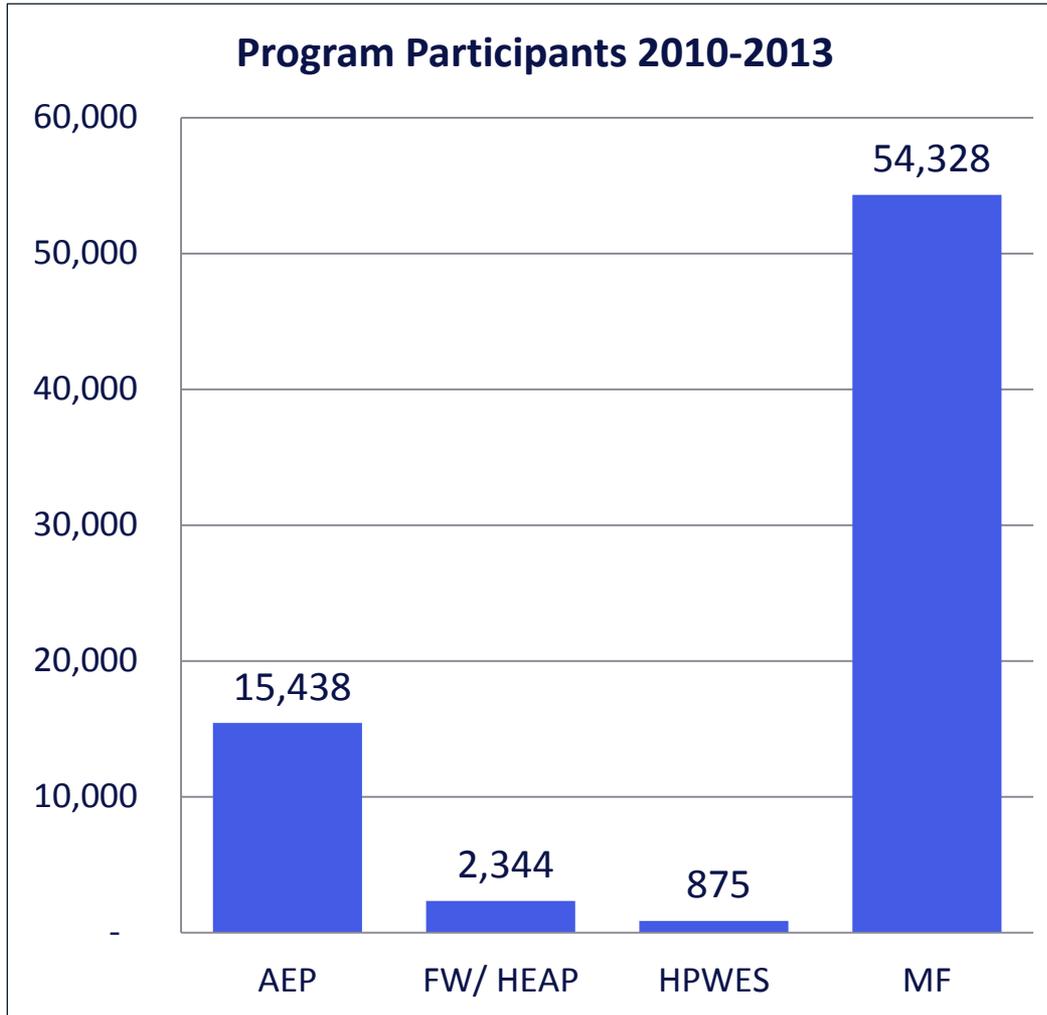


Multifamily Rebate Participation





Program Participation



- By far highest participation in multifamily program
- Almost 3 times more free weatherization than HPwES participants



Multifamily Rebate Program and Apartment Rents

- Comparing rent data with multifamily rebate program participation indicated no negative impact on rent with energy efficiency
 - Rebate participation based on ECAD EUI - \$721 average
 - Rebate participation no EUI - \$1072 average
 - No rebate participation - \$1225 average





Additional Limited and Low Income Programs

- AE's energy efficiency programs are reaching the target audiences
- Areas with low income and higher levels of poverty are successfully targeted with multifamily rebate programs and weatherization assistance





AE Spending Compared to Other TX Utilities

	EE Budget	Number of Residential Customers	Total Efficiency \$\$\$ per residential customer	Weatherization Budget	Number of low income customers	Weatherization \$\$\$ spent per low income customer
ONCOR	\$62,095,245	2,754,995	\$22.54	\$6,406,300	942,208	\$6.80
Centerpoint	\$42,857,000	1,943,000	\$22.06	\$5,800,500	789,000	\$7.35
AEP Texas Central Company	\$14,082,454	702,740	\$20.03	\$1,408,246	231,904	\$6.10
Austin Energy	\$37,167,932	376,614	\$98.69	\$2,550,000	128,801	\$19.79

Sources: AEP Texas Central Company, April 1, 2013, 2013 Energy Efficiency Plan and Report; Centerpoint Energy, April 1, 2013. 2013 Energy Efficiency Plan and Report; ONCOR Electric Delivery Company LLC, April 1, 2013, Energy Efficiency Plan and Report.





Additional Limited and Low Income Programs

- Customer Assistance Program
 - Bill Assistance
 - Payment Arrangements
- Partnership with Travis County
- MF program offering, comprehensive upgrades
- Green Building and Solar support
 - Guadalupe Saldana
 - LifeWorks





Low and Limited Income Programs

- Education-based CAP program for low income weatherization
 - Education can significantly impact successfulness of energy efficiency programs
- Web-based app for daily energy use monitoring
 - Usage of app is city-wide and agnostic of demographics
 - Demonstrated energy and money savings by users





Low and Limited Income Programs

- AE works with Discount Steering Committee to inform program implementation. Programs include:
 - Discount Program- bill discounts to 25,000 customers
 - Community Connections- free information sessions about utility bill and energy and water saving tools
 - Financial Support Plus 1- emergency financial assistance to customers experiencing hardships
 - Medically Vulnerable Registry- customers can receive additional time to pay bills
 - Deferred payment and budget billing offerings





Outreach and Education

- Year-round high utility bills need additional education regarding winter heating as well as summer cooling
- Combination of water and energy saving information
- Focus groups of users of North Branch and East Branch Service Centers held in early April
 - Feedback informing outreach and information to be made available at Service Centers





Next Steps

- Model increased partnership with AWU and ARR on success in multifamily rebate program
- Continue work with Marketing Communications on targeted marketing and customer-focused messaging
- Expansion of customer engagement programs through email and walk-in service center programs





Next Steps

- Increase use of web app and other digital tools to assist in increasing education to decrease energy costs
- Exploration of thermostat and appliance replacement programs
- Focus FY15 efforts to increase breadth of education and outreach

